

Public Health Budget Reductions

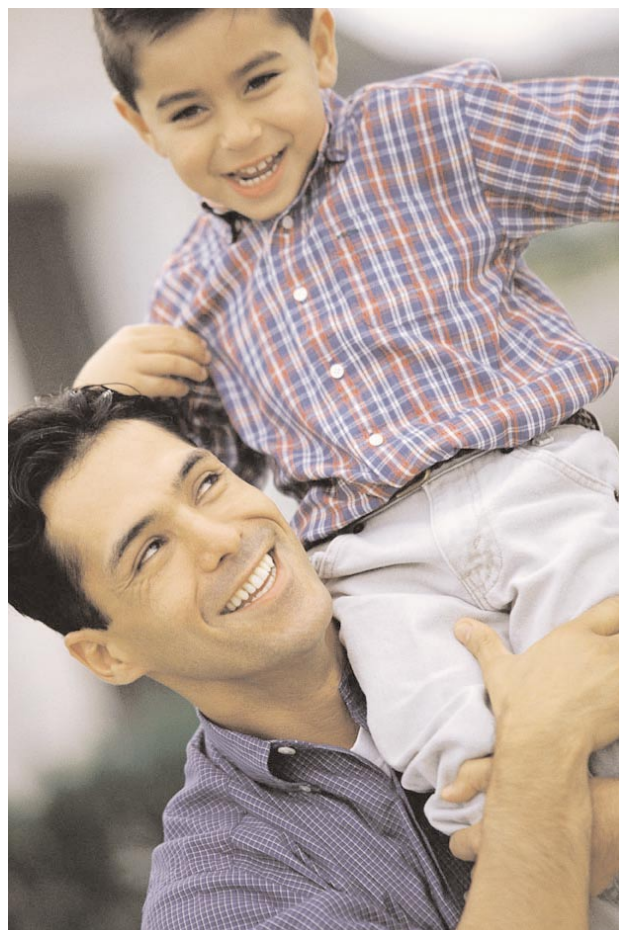
Los Angeles Public Health Department has been working to mitigate the impact of a several hundred million dollar shortfall expected at the end of the current fiscal year. Budget cuts have been directed at several programs and include reductions in personnel as well as services and supplies.

The changes are to be implemented on October 1, 2002. No reductions in the level of public health services are anticipated at the Burke Health Center at this time. Additional information on the DHS budget reductions is available at: <http://www.ladhs.org/planning>.

2002 Children's Score Card

Los Angeles County Children's Planning Council (CPC) released their 2002 Children's ScoreCard in late August. The report provides a comprehensive analysis of good health, safety and survival, economic well-being, social and emotional well-being, and education/workforce readiness among the county's children. Currently there are about \$20 billion spent on children and family services in the county. The scorecard demonstrates improvements made in various outcomes including safety and survival, economic well-being and good health. Overall, the scorecard indicated an overall trend of positive growth, which is very encouraging in a large complex county.

The 2002 scorecard features the CPC and the American Indian Children's Council. Yvonne Brathwaite Burke, CPC Chairperson and Los Angeles County Supervisor delivered welcoming remarks, followed by a review of trends by Dr. Jacquelyn McCroskey, Co-Chair person of the Data Partnership Committee for Children and Families. Colleen Mooney, SPA/AIC Council Representative discussed translating data into community action and Yolie Flores Aguilar, the CPC Executive Director provided recommendations and closing remarks.



New Area Health Officer is Appointed



A. Belinda Towns, MD, MPH
Area Health Officer

Dr. Belinda Towns has been appointed the new Area Health Officer for the West Service Planning Area (SPA 5). This opportunity expands her role to oversee both the South and West SPA's. She will maintain the health priorities that were identified by the community.

"While in general, the SPA 5 community is relatively affluent, there are significant pockets of great health needs. I look forward to developing relationships with and supporting the work of those in this community fighting to meet these needs", Dr. Towns stated. "Productive relationships produce synergies that enhance the effectiveness of scarce health care resources".

Prior to becoming the AHO for the South SPA in February 2001, Dr. Towns was the Regional Director of "Hope for Kids", a national non-profit health charity. A strong community advocate for health care for the underserved population, she earned her M.D. and M.P.H. degrees from UCLA after graduating with honors from Stanford University.

Dr. Towns will maintain an office at the Burke Health Center in Santa Monica and at the Hubert Humphrey Comprehensive Health Center in the South SPA. She can be reached at 323-235-6702.

Health Assessment Report of West Side Residents is Available

The first health assessment report for the West Service Planning Area (SPA 5) is completed. The purpose of the report — *The Health of the Residents in the West Service Planning Area* — is to provide a snapshot of the health status in the communities of SPA 5. The report presents population-based data that describe health outcomes as well as demographic characteristics of the population. The report focuses on a select group of health indicators addressing demographic characteristics of the population, maternal and infant health, communicable diseases, hospitalizations, mortality, alcohol and drug problems, and mental health.

The document is aimed at assisting program directors in targeting their programs to the appropriate population sub-groups and enabling public and private organizations to define health-related priorities and formulate new or revised policies and programs. The report can be accessed on-line at: <http://lapublichealth.org/spa5>. Hard copies will be available soon.

FREE PROSTATE CANCER TREATMENT

The State of California has funded a three-year program that provides FREE treatment for prostate cancer. The program is called IMPACT — Improving Access, Counseling and Treatment for Californians with Prostate Cancer — and is administered by UCLA under the direction of Dr. Mark S. Litwin and Medical Director Dr. James R. Orecklin.

IMPACT helps men who have no or limited health insurance, do not qualify for Medi-Cal, do not have Medicare and have incomes under 200 percent of the federal poverty level. IMPACT provides free prostate cancer treatment for up to 18 months to men who qualify. The new program is designed to increase patient education and promote awareness about the importance of early prostate cancer detection and treatment.

Patients can receive prostate cancer treatment from IMPACT at many community hospitals and physician offices throughout California. Treatments for prostate cancer paid for by IMPACT include: radical prostatectomy, external beam radiation therapy, hormone therapy, chemotherapy and "watchful waiting."

To enroll in IMPACT, patients must use a contracted physician or hospital.

For more information about IMPACT call: 1-800-409-8252 or logon to: www.california-impact.org.

SPA 5 Council Update

By Myrra Yeager, SPA 5 Council/LTFSS Coordinator

The SPA 5 (West region) Council is one of nine councils formed in 1998 by the Children's Planning Council (CPC) to develop a public/private partnership for regional planning, improve the quality of services for children and identify how to bridge the gap between county services and community needs. The SPA Council has developed a new work plan to be implemented through 2003. Over the next three-months, CPC consultants will help adopt the three staff-model in all local SPA councils to build an effective interface between the government and the community.

Recently, CPC entered a four-year partnership agreement with the Proposition 10 Commission and will receive funding, to be matched with private sector funds, to enhance staffing and capacity building. CPC is shifting the focus of all SPA councils from regional planning to building community capacity and community organizing. Currently, discussions are held on how to define "building community capacity," what strategies can be used for building community capacity, and how to initiate or enhance community engagement.

Elected at the June meeting, the SPA 5 Council's new conveners are Marlene Singer, the Executive Director of the Jewish Family Services of Santa Monica, and Patti Oblath, a Program Director at Connections for Children.

The role of conveners may shift to one of facilitators, community organizers, policy developers, and managers. The operating infrastructure, such as staffing and resources, will be reconstructed to support the work of conveners, moving from volunteer-driven to paid staff positions. The conveners' and council members' roles and responsibilities as well as desired expertise is still being reviewed by CPC along with how to organize conveners' tasks with respect to the administrative work, outreach and community engagement, and communication within the system. Training and support will be offered to accommodate conveners in their new roles.

STRATEGIC PLANNING: THE PROCESS

By Chris Corniola, M.P.H., Metro SPA Epidemiology Analyst

Strategic Planning is a powerful tool and is the key to an organization's future success. It is a continuous and systematic process by which the guiding members of an organization envision its future and develop the necessary procedures and operations to achieve that future. A successful Strategic Planning Model starts with honest leadership and addresses the organization's mission, goals and values, internal and external needs assessment, strategic objectives, strategies, outcome measures and performance evaluation. Strategic planning should be proactive, involve all the relevant team members and continuously assess actions, outcomes, and performance.

The benefits of strategic planning include:

- keeping the focus on the organizational priorities;
- allocating resources appropriately to activities that provide the greatest benefit;
- setting realistic and attainable objectives; and,
- identifying the impact of a changing business environment on the organization's direction.

Additional benefits include improved communication and identification and elimination of areas of poor performance.

The strategic planning process creates a frame of reference for budgets and short-range operational plans and promotes a sense of security among employees by increasing their understanding of the changing environment and the organization's ability to adapt.

Strategic planning is a continuous process, tapping into opportunities and partnerships, building relationships, analyzing the position and progress of the organization, envisioning where the organization needs to be, reassessing objectives and updating plans as circumstances change in the economic and political arena.

It is our sincere hope that our colleagues in the public health sector will continue to improve their processes with the utilization of a high quality strategic plan.

Farewell and Good Luck

On behalf of Dr. Belinda Towns and the West SPA staff, we would like to offer our gratitude and best wishes to Dr. Marsha Epstein, Ms. Audrey Goto, and Mr. Mario Campana, for their excellent work at Burke Health Center.

Dr. Epstein will leave her position as the West SPA Medical Director on September 27, 2002 to return to Tucker Public Health Center as the South Bay Area Medical Director. Dr. Maxine Liggins, will assume Dr. Epstein's duties, in addition to her current responsibilities as the South SPA Medical Director.

Ms. Audrey Goto, the West Area Nurse Manager will transfer to Hollywood Health Center at the Metro Service Planning Area. Ms. Martina Travis, the current Nurse Manager at the South SPA will be the Nursing Director for both areas.

Mr. Campana will leave his position of Community Worker at Burke to transfer to the Sexually Transmitted Disease Program.

Farewell; we will dearly miss you here at the West SPA.

West Service Planning Area Selected Reportable Diseases (Cases)

Disease	Jan-Mar 01	Jan-Mar 02	April-June 01	April-June 02
AIDS	14	11	8	14
Amebiasis	7	4	1	5
Campylobacteriosis	28	17	28	39
Chlamydial Infections	255	255	260	313
Encephalitis	1	0	0	0
Gonorrhea	77	84	82	75
Hepatitis Type A	13	6	6	10
Hepatitis Type B	0	3	0	1
Hepatitis Type C	0	0	0	0
Measles	0	0	0	0
Meningitis	1	3	1	2
Meningococcal Infections	1	3	1	0
Non-gonococcal Urethritis	44	39	25	41
Pertussis	3	5	3	1
Salmonellosis	12	11	19	19
Shigellosis	8	8	13	7
Syphilis, primary & secondary	1	5	5	6
Syphilis, early latent (<1 yr.)	1	2	3	1
Tuberculosis	6	5	6	8

Data provided by DHS' Public Health programs: Acute Communicable Diseases, Data Collection & Analysis, HIV/Epidemiology, Sexually Transmitted Diseases, and Tuberculosis Control. Data are provisional due to reporting delay.

West SPA Health Team

Area Health Officer:	A. Belinda Towns, MD, MPH
Area Medical Director:	Marsha Epstein, MD, MPH
Area Nurse Director:	Audrey Goto, RN, PHN
Area Director of Operations:	Willie Mae Howard
Area Epidemiology Analyst:	Farimah Fiali
Public Health Investigator:	Carolyn Weinrieb Ali Farjadi
Public Health Nurses:	Maggie Cueva, RN, PHN, NP Beryl Inouye, RN, PHN Liz Kane, RN, PHN Jennifer Kilburn, RN, PHN Alice Brummett, RN, PHN, NP Mary Singaus, RN, PHN Deanna Ssutu, RN, PHN
Clinic Nurse:	Linda Flores, RN
AHO Secretary:	Erika Altamirano
Community Workers:	Mario Campana Judith Melendez
Registrar:	Yvette Veal

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www.lapublichealth.org/spa5/



WEST SPA Chronicle

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Public Health Mission:

To safeguard and improve the health of all Los Angeles County residents.